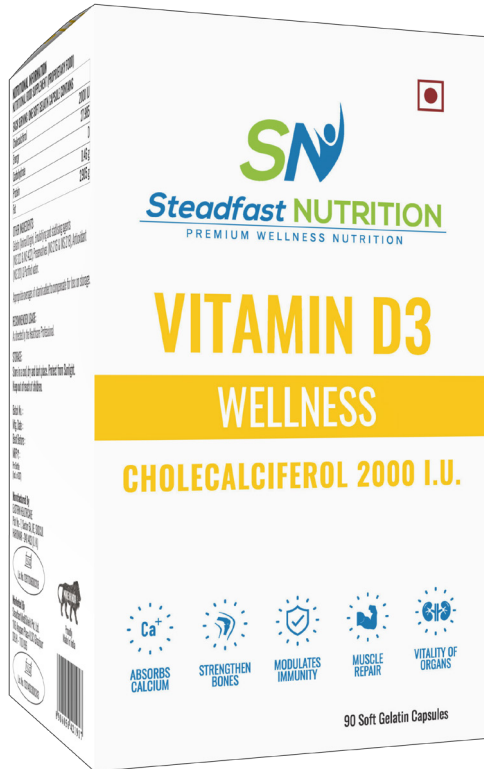




Steadfast NUTRITION

PREMIUM WELLNESS NUTRITION

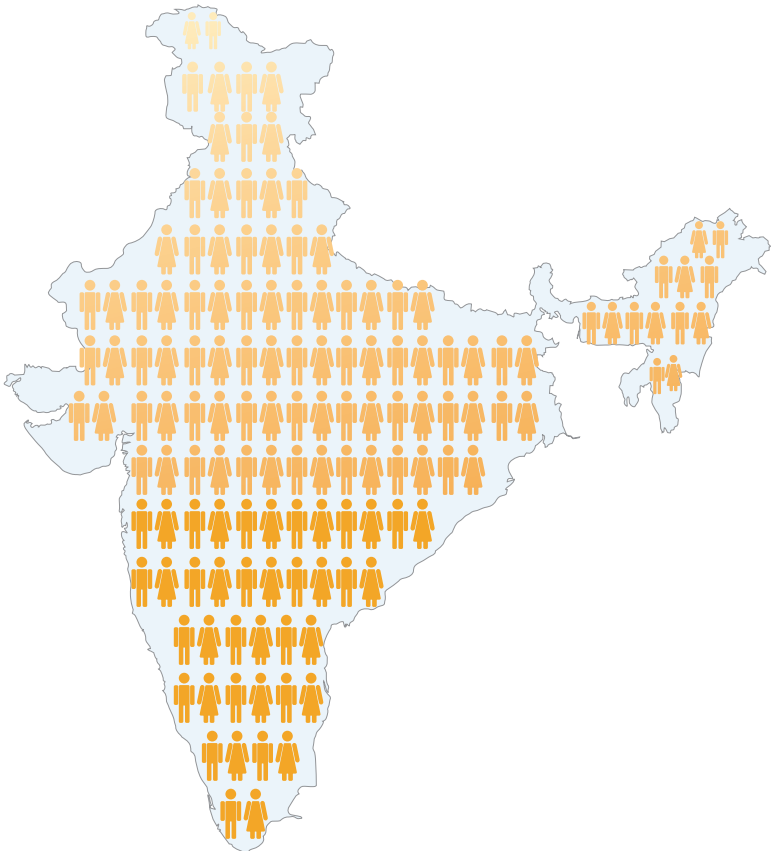


Introduction

Vitamin D3, Cholecalciferol is a fat-soluble vitamin which helps the body absorb calcium and phosphorus. Vitamin D3 is present in very few foods and is essentially required by our body for normal mineralization of our bones. Though it is found in some foods like fish, liver, egg, milk and fortified products also sunlight which is an abundant source of Vitamin D. On entering our body, it gets converted into its activated form and triggers the absorption of calcium and phosphorus. Deficiency of vitamin D3 is very prevalent amongst us which may lead to weak bones and skeletal deformities. Due to less dietary sources, opting for a vitamin D3 supplement can be a wise option for good health and to prevent any deficiency.

Vitamin D deficiency ranges from 40 - 99% in Indian Population

J Family Med Prim Care. 2018 Mar-Apr; 7(2): 324-330.



Benefits of the Vitamin D3

Assist Calcium Absorption

Vitamin D3 and calcium are co-related in terms of their absorption. Whenever serum calcium level falls in our body, it results in an increased conversion of vitamin D3 to its activated form so as to absorb calcium. So even if our calcium intake is appropriate but our diet lacks in vitamin D3 then also there will be no absorption of calcium, leading to weak bones and osteoporosis. Similarly, if there is no calcium intake in our diet then as soon as serum calcium falls, it will provoke the calcium absorption from our bones hence leading to depletion of the bone calcium stock to maintain blood levels. This eventually result in weak bones which are more prone to fractures.

Helps Prevent Bone Demineralization

In order to maintain bone density, we need certain nutrients like calcium, vitamin D3, phosphorus, magnesium and zinc. Of all the phosphorus in our body, approximately 80% is found in our bones and teeth. Activated vitamin D3 not only results in absorption of calcium in our body, but it also absorbs phosphorus. Thus, to maintain the mineral content of our bones and teeth, we need vitamin D3.

Regulates Immune System

Our immune system has special types of cells called T-cells which are referred to as killer cells of the body. These cells protect us from foreign bodies as they are perfect in differentiating between outside invaders and “self-cells”. Vitamin D3 strengthens our immune system by regulating these T-cells. As soon as they sense the presence of any foreign pathogen, in the presence of vitamin D3, the “naive” T-cells get transitioned into active killer T-cells. Hence, vitamin D3 protects our body from infections and boosts immunity.

Reduces the Risk of Cardiovascular Diseases

Many research studies have associated deficiency of vitamin D3 with an increased risk of cardiovascular diseases and related causative factors. Vitamin D3 gets converted into its activated form in the presence of certain receptors and 1-alpha-hydroxylase. It has been shown that 1-alpha-hydroxylase is produced by various cells including cardiomyocytes (heart muscle cells). So in order to have a healthy heart, vitamin D3 intake is also a crucial factor.

Protects Kidney Function

Prolonged vitamin D3 deficiency is known to result in a chronic kidney disease. Healthy kidneys are rich with vitamin D3 receptors which helps the conversion to its activated form. In case of vitamin D3 deficiency, the Parathyroid gland is unable to sense that there is enough calcium and phosphorus in our blood, which results in over-secretion of parathyroid hormone. This malfunction drains the excess calcium from our bones resulting in weak and fragile bones. Vitamin D3 helps in providing sufficient vitamins so as to prevent any malfunctioning of kidneys.

Improves Sleep Quality

Vitamin D3 also helps in maintaining healthy sleep and prevent mood disorders. Several studies have found a significant association between lack of vitamin D3 and sleep disorders like insomnia and daylight sleepiness. Underlying reason could be due to Melamine, which is known to affect sleep patterns and also holds a key role in the synthesis of the first form of vitamin D3.

Beneficial for Cognitive Functioning

Low vitamin D3 levels are associated with various psychiatric conditions. Mood fluctuation and depression are also associated with vitamin D3 levels of our body. This is because vitamin D3 regulates the enzyme that converts amino acid tryptophan to serotonin. Serotonin is a neurotransmitter which affects our mood and brain development. Hence, an active and relaxed mind might indicate optimum levels of vitamin D3.

Muscle Strength

A study conducted in California stated that low or deficit vitamin D3 levels lead to fatty skeletal muscles. Fitness freaks or athletes who are looking to gain lean mass and reduce body fat percentage should ensure that they have an optimum intake of vitamin D3 so as to get an additional kick in achieving their fitness goals.

Additional Benefits

Vitamin D



Fights frequent cold and coughs



Beneficial for asthmatic people



Helps overcome depression



Protects from harmful effects of air pollution



Helps lose weight and stay fit



Improves vitamin D levels in melanin deficit people



Keeps deficiency at bay even after use of sunscreen



Reduces demineralization of bones

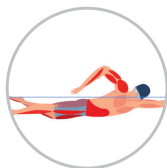
What Does Vitamin D3 Constitute?

Each capsule of vitamin D3 has 2000 IU of Cholecalciferol.

Who can take Vitamin D3?

According to studies conducted, experts say that intake of 2000 IU of Vitamin D3 per day is sufficient to maintain adequate levels and prevent any deficiency. But people with minimum exposure to sunlight and athletes who are more prone to develop deficit levels can consume 4000 IU of Vitamin D3 per day. Hence, an individual can take a daily dose of 1 to 2 capsules per day depending upon the requirement.

SN Vitamin D3 for Athletes



Vitamin D3 levels can affect an athletes performance. Various factors like season, weather, indoor or outdoor sport contributes in determining vitamin D3 level of an athlete. A 2009 study at the Cooper Clinic in Dallas found that 75 percent of runners averaging 20 miles a week have low vitamin D3 levels. Recommend dosage for them is 2 capsules of SN Vitamin D3 per day.

SN Vitamin D3 for Elderly



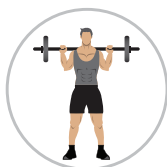
With increasing age, elderly people become more prone to develop vitamin D3 deficiency. Studies have shown that the process of conversion of vitamin D3 into its activated form on exposure to sunlight decreases with age. If vitamin D3 levels are insufficient then it will make them prone to develop cardiovascular diseases, hypertension, osteoporosis and poor immunity. Hence, a recommended dosage of 2 capsules of SN Vitamin D3 per day is recommended.

SN Vitamin D3 for Deficient Individuals



Vitamin D3 deficiency is prevalent across the World. But specifically talking about the Indian subcontinent, its prevalence is 70%-100% in the general population. With limited or no exposure to sunlight and deficit diets, it is recognised as a public health problem. 2 capsules of SN Vitamin D3 is recommended per day so as to bring deficit levels to optimum.

SN Vitamin D3 for Maintenance



In order to save yourself from becoming deficit and prone to all consequences of deficiency, we would recommend you to consume 1 capsule of SN Vitamin D3 per day.

When to take Vitamin D3?

The ideal way to consume SN Vitamin D3 is to consume it with meals to improve the digestion and absorption of the content. One may have 1 to 2 capsules a day depending upon their bodily needs. One must consult a healthcare professional for better recommendation and duration of dose.

VITAMIN D3

VITALITY OF ORGANS

Ca⁺
ABSORBS CALCIUM

IMPROVES COGNITION

SUPPORTS CARDIOVASCULAR HEALTH

IMPROVES SLEEP QUALITY

STRENGTHEN BONES

IMPROVES IMMUNITY

ENHANCES MUSCLE STRENGTH

SN Steadfast NUTRITION
PREMIUM WELLNESS NUTRITION

VITAMIN D3
WELLNESS
CHOLECALCIFEROL 2000 I.U.

ABSORBS CALCIUM
STRENGTHENS BONES
MODULATES IMMUNITY
MUSCLE REPAIR
VITALITY OF ORGANS

90 Soft Gelatin Capsules

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